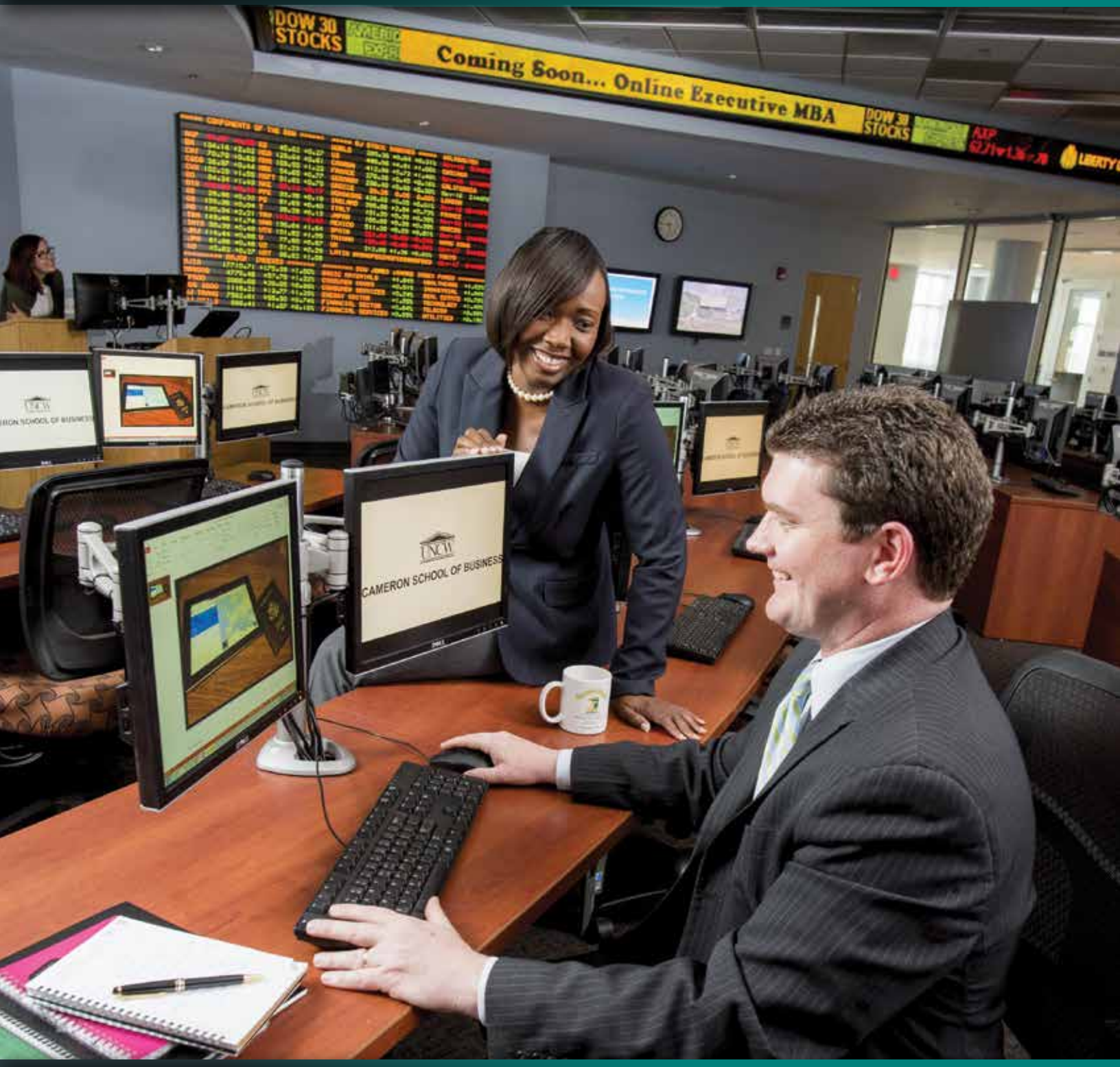
CAMERON INSIDER

2016 EDITION

ALUMNI MAGAZINE OF THE CAMERON SCHOOL OF BUSINESS



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

from THE DEAN

Dear Shareholders:

Surprised by the salutation? Don't be. Cameron School of Business alumni are our shareholders. Your diploma – no matter how old or how new – is a share of stock in your alma mater. The faculty and staff of the Cameron School of Business are dedicated to making sure the value of your degree continues to rise.

Steve Sjuggerud's "Daily Wealth" website article explores the three most valuable types of acumen that are contained in shareholder letters:

1. How the company spends the excess cash it earns.
2. How to keep the company accountable and measure its success.
3. How the CEO describes the company and what makes its approach to the industry different and better than other competitors.

So, here is your shareholder's letter that provides demonstrations that validate the value of your degree.

1. How the Company Spends the Excess Cash It Earns

Excess cash translates into donations made to CSB. We want to be good stewards of our donors' generosity. This year, donations went to Cameron's student-centered activities, including:

- The inaugural Cameron-sponsored career event, which brought 28 business recruiters to campus;
- Business Week 2016, which featured more than 200 speakers (102 were alumni);
- The Wilmington Information Technology Exchange (WITX) 2016, with 450 attendees and 30 exhibitors;
- Guest speakers, roundtables and academic competitions inspiring students to explore startup possibilities during Entrepreneurship Week; and
- The annual Business Plan Competition, which offered students the opportunity to do a comprehensive business analysis and compete for winnings.

2. How to Keep the Company Accountable and Measure Its Success

Cameron has again successfully maintained the prestigious AACSB Business Accreditation, meeting or exceeding standards for quality set by AACSB. There are 15 standards by which programs are scrutinized – ranging from intellectual contributions from the faculty to curriculum content. Accreditation is the objective benchmark Cameron uses to measure its success. In addition, the *Princeton Review* recognized Cameron as one of the Top 295 Business Schools for the ninth year in a row, TopManagmentDegrees.com recognized Cameron's MBA program as one of the Top 50 Affordable Programs and the CFA Institute and the Society for Human Resource Management have officially recognized our programs in finance and HR.

3. How the CEO Describes the Company and What Makes the Approach to the Industry Different and Better than Other Competitors

Cameron's exceptional ability to bridge a rigorous academic environment with real world experience makes Cameron unique and sets us apart from our competitors. The Cameron Executive Network (the unique mentoring partnership between retired executives and our students), our broad global learning opportunities and our strong internship and placement opportunities that outpace the nation position us on the leading edge of U.S. business schools.

Your diploma is so much more than a piece of paper – it is a share of stock in the Cameron School of Business. Your ability as an alumnus to affect Cameron is likely far greater than the ability of a stockholder to influence a publicly traded company. Give back to your alma mater with your time, your talent and your treasure. At Cameron, we want all of our students to prosper, and, along the way, create opportunities for others.

Rob Burrus

CAMERON INSIDER

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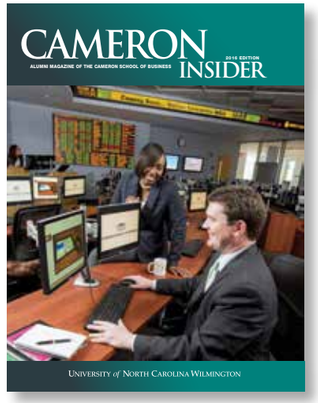

ON THE COVER
Cameron Announces New Online Executive MBA

Photo by Jeff Janowski/UNCW

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UNC Wilmington is committed to and will provide equality of educational and employment opportunity. Questions regarding program access may be directed to the Compliance Officer, UNCW Chancellor's Office, 910.962.3000, fax 910.962.3483. Questions regarding UNCW's Title IX compliance should be directed to TitleIXCoordinator@UNCW.edu. 15,700 copies of this public document were printed at a cost of $8,349.00 or $.53 per copy. (G.S. 143-170.1).

Cameron School Takes Next Progressive Step with New Online EMBA

by Alisha Browne, Graduate Programs

Investing in your future. Being at the forefront of business trends. Developing strong global leadership. Shaping strategy. These concepts are not new to the Cameron School of Business or its graduates, but one of the ways we impart those concepts is taking a 21st-century approach with the launch of our online Executive Master of Business Administration degree. Slated to begin January 2017, **this new program is the first online degree to be offered by the Cameron School,** allowing students the flexibility to balance their professional and educational commitments.

The inclusion of an international residency at one of CSB's four partner universities in Spain, Germany, France or the United Kingdom reflects the value that the Cameron School of Business places on exposing students to people and ideas that exist beyond the borders of the United States.

"Cameron's commitment to fostering international opportunities for our students is reflected in the fact that we have international dual degree programs at both the undergraduate and graduate levels," says Thomas Porter, associate dean of graduate programs at CSB. "Providing a meaningful international residency focused on soft skill development with an emphasis on cultural differences builds on the key assets and philosophy of our business school and university."

The degree is designed for high-potential, mid-career professionals with between two and 20 years of work experience. The program is "executive" in its format, using the residencies as a tool to enhance the course material provided online. One of the aspects of Cameron's existing professional MBA degree that makes it so meaningful for students is the sense of collegiality, and the residencies of the EMBA are a way of capturing this facet of the experience while retaining the aspects of a selective, intimate program.

The EMBA will offer specializations in either finance or international business, allowing the program participants to take a deeper dive into the subject areas that align with their career goals and interests. In addition to the online EMBA, several other new graduate degrees are in the works at Cameron, including an M.S. in business analytics and an M.S. in finance. The Cameron School of Business strives continually to develop our programs as tools for professionals to cultivate their skills and global perspective, making them incomparably valuable and competitive in the modern workplace. ■

For more information on these new graduate programs or any of Cameron's existing graduate degrees, visit www.csb.uncw.edu/grad.

CAMERON SCHOOL OF BUSINESS' EMBA AT A GLANCE

Degree Requirements

- Can be completed in 24 months (beginning in January or August)
- 48 credit hours of study
  - 9 credit hours each fall and spring
  - Up to 6 credit hours each summer
- Courses are asynchronous (allows students to log on anytime from anywhere)
- Specializations
  - Finance
  - International Business
- Residencies
  - **Local Residencies** - students come to campus for 2-3 days twice during the program
  - **International Residency** - students go abroad for short-term trip (7-10 days) to experience global operations

Admission Requirements

- UNCW Graduate Application (online)
- Official transcripts of all college work – undergraduate and graduate
- Three letters of recommendation (online)
- Résumé (minimum of two years professional work experience required)
- GMAT/GRE score if the following criteria cannot be satisfied:

  1. Completion of an advanced degree (Master's, J.D., M.D., Ph.D.) with some quantitative coursework

  2. Five years or more professional/managerial work experience (after completion of bachelor's degree)

Investment

- Approximately $25,000
- Cost includes most expenses for local and international residencies (hotel, meals, etc.)

SWAIN CENTER

LAURA LUNSFORD
JOINS SWAIN CENTER AS NEW DIRECTOR

"I can't wait to meet local business leaders as well as Cameron and Swain alumni, students and friends," says Laura Gail Lunsford, the incoming director of the Swain Center. "The potential to build on the current programming at Swain to develop our region's and state's next generation of business leaders is exciting." For Lunsford, it was irresistible to be able to return to her home state and especially to Wilmington, which she noted is being touted as "the next big thing," earning designations like "America's Best Riverfront," "Best Place to Launch a Business" and one of the "100 Best Arts Towns."

Set to join the Swain Center full-time in August, Lunsford was attracted by the exciting developments at UNC Wilmington. The energy on campus, can-do attitude and forward thinking of the faculty members and leaders made her want to be a part of UNCW and the Cameron School of Business. She notes that the Cameron School of Business has the right ingredients to play an even bigger role in preparing organizational leaders as they move up in their companies.

Lunsford's interests in talent development started when she worked at the NC School of Science and Mathematics. She is no stranger to building successful university-community programs; she was Duke University's Fuqua School of Business' first alumni relations director and went on to found the Park Scholarships at NC State, where she was its first full-time director. She received her B.A. and Ph.D. in psychology from NC State and her M.S. from UNC Greensboro.

Lunsford has spent the last eight years in the iconic Southwest at the University of Arizona in Tucson, where she was an associate professor in psychology. She taught classes on the psychology of leadership and the psychology of happiness, and she is a frequent consultant and speaker nationally and internationally on optimal relationships and leadership development.

The Cameron School recruited an expert in mentoring and leadership development when they identified Lunsford to be the next leader of the Swain Center. Her book *Handbook of Managing Mentoring Programs* was published in May 2016. She has two more books on mentoring and leadership development in the works to add to her more than 30 published, peer-reviewed articles and chapters.

"My husband, Art, and I are excited to become a part of the community here," says Lunsford. "I hope to grow the center so that business leaders in our region who are considering executive development will call us first." ■

IMBA PROGRAM

Aids in Global Perspective

by Alisha Browne, Graduate Programs

This year's IMBA class of 36 graduates included students from more than 11 different countries, including Azerbaijan, Egypt, Kenya and Morocco.

As companies continue to expand globally and bridge cultural gaps, it is becoming essential that students have an international perspective. In their CEO survey, the Institute of International Education found that 60 percent of the organization's hiring and promotion strategy pursued and rewarded recruits who had acquired international experience through study abroad. In support of this vision, the Cameron School of Business graduated its first International MBA class in 2008, enabling students from across the world to graduate with a dual master's degree in one year.

Partnering with the International Business School Alliance (IBSA), students can choose to spend their semesters at the partnering universities of their choice, including schools in England, France, Germany, Malaysia, Russia and Spain, each with their own specialization of study. Although all classes are taught in English, students are encouraged to take language classes of the host country to acquire or improve fluency in a second language.

This year's IMBA class of 36 graduates included students from more than 11 different countries, including Azerbaijan, Egypt, Kenya and Morocco. Rebeca Llopis, a native of Valencia, Spain, feels that coming to UNCW for her second semester was a prudent choice.

"One of the main reasons I chose this program is because I was able to study for my MBA while taking classes taught entirely in English, which is not very common in Spain," she said. "I was also interested in learning more about how financial matters are managed in the U.S."

Career focuses of this year's students include investment banking, entrepreneurship, consulting, finance, management and real estate. Past IMBA graduate Josep Franco, who is currently working on his second master's degree at ICEX (the Spanish Institute of International Commerce), said that studying internationally for a semester was one of the most influential experiences of his life.

"Studying abroad for a semester had a great impact on me, as the on-campus experience is very different from country to country," he said. "It has broadened my professional outlook." After graduation from ICEX, Josep will begin a career in a foreign country helping Spanish companies export abroad.

Cameron School anticipates the acceptance of 35 to 40 new students in the IMBA Class of 2016-17.

For more information on the International MBA degree or any of the Cameron School's graduate programs, visit www.csb.uncw.edu/grad.

IMBA 2016 specialization students (back row, l-r) Olu Alashe, Max Mazany, Rebeca Llopis, Peter Jakubo, Taieb Haouari, Francisco Álvarez, Markus Wienbreyer, Zac Stevens, Farhad Ahmadzada, Ilya Samokhvalov (front row, l-r) Miriam Achieng, Elisabeth O'Quinn, Leslie Olivia Lusamba, Mary Gana

Surrounded by the Right People

by Sara Kesler, External Programs

The Small Business and Technology Development Center (SBTDC) is an invaluable business advisory resource for growing and developing businesses throughout North Carolina at almost no cost to the client. With offices hosted by all of the campuses of the University of North Carolina system, it both partners with and is partially funded by the Small Business Administration (SBA).

Having one foot in the academy and one foot in the community, the SBTDC is in a unique position to pair students with businesses. This partnership benefits the students with much-needed hands-on experience, and businesses by giving them fresh eyes and hands. Cameron is proud to work closely with UNC Wilmington's SBTDC, its regional director, Fran Scarlett, and the businesses within the communities that the SBTDC assists. The UNC Wilmington office serves the counties of Brunswick, Columbus, Duplin, Onslow, Pender and New Hanover.

Marion Plocica, owner and CEO of Extreme Holdings LLC located in Jacksonville, NC, can attest to the support and services offered to the small business community by the SBTDC. She worked closely with several employees from the UNC Wilmington office in 2013 when she found herself in a unique position requiring guidance and advice from professionals to rescue her now-flourishing business after an unexpected tragedy. At the time, Plocica was not the owner of the business, although she was deeply connected to the company, its employees, and the value and impact she knew Extreme Outfitters had on the community.

Steve Siderias, an enlisted sailor, established Extreme Outfitters in 1998 in Virginia Beach, VA. He built a hybrid business model combining cutting-edge tactical gear and high-performance outdoor equipment, and opened a second location in Jacksonville in 2001. The business is a military, law enforcement and tactical outdoor retailer with a 10,000-square-foot retail space and an online retail site, www.tacticaledge.com.

Siderias sponsored Plocica's son in motocross and gave him his first job. Shortly after their friendship began, Siderias offered Plocica a job at the Jacksonville store as the general manager. Over the years, Plocica's family became even more invested in what Extreme Outfitters was doing for the community, and specifically within the military community.

In May 2013, Siderias passed away suddenly – a devastating personal loss for Plocica and her family. Plocica chose to purchase the business, knowing full well that owning a business would be very different from being an employee. Support from her husband and the employees that she considered to be family motivated her to continue the company's legacy.

Plocica opted to create a new company, Extreme Holdings LLC, and then made an offer to buy the company's assets. This choice allowed Plocica the ability to continue to run the business under the original name and to ensure a smooth transition for patrons and employees. However, since purchasing a business was not something Plocica had ever dreamed of doing, she knew that the only way to move forward would be to apply for an SBA loan to fund the purchase. Her attorney referred her to the SBTDC for help with the loan process.

"My counselors gave me the support and understanding for why things are done. They have been my backbone, my support group and always provided me with positive reinforcement," she said. "I have an awesome team of people behind me and an awesome God leading me."

Today, Plocica continues to participate in the workshops offered through the SBTDC. Her business continues to grow, and most recently, she was able to offer her full-time employees a 401k package in addition to the full medical benefits she provides. It truly has become a family business. Both Plocica's son and daughter work for the company, which continues to make an impact on the community. Plocica, however, won't take any of the credit. "I have learned through this process that I don't have to know everything; I just need to surround myself with the people who do."

BUSINESS WEEK 2016

by Sara Kesler, Business Week Coordinator

The Cameron School of Business successfully showcased its 34th annual Business Week in March. An event designed to provide an interactive and engaging experience as well as relevant and applicable career preparation advice, Business Week strives to prepare CSB students for the realities of the professional world they will likely experience upon graduation.

The extraordinarily generous support received from Cameron's alumni and from the business community in Wilmington and the surrounding areas made CSB's 34th Business Week the largest to date. The community contributed with both time and financial resources as presenters and sponsors. The event's grand sponsor, Live Oak Bank, provided more than a monetary contribution; several individuals participated as presenters, offering Cameron students timely advice and information about the industry and business. Additional 2016 Business Week sponsors included Aramark, Coca-Cola, Credit Suisse, Deloitte, Ernst & Young, GreerWalker, Holiday Inn Resort, Ipreo, Northwestern Mutual, PPD, RSM, The Select Group and retired CSB faculty.

This year, there was an exceptional showing of alums as presenters. **Of the nearly 200 presenters participating, 102 were Cameron alumni.** Having the alumni on campus during Business Week is always meaningful for faculty and staff, but it also reinforces student confidence in the quality of the education they are receiving. To see these alums return with established careers in prominent area businesses is rewarding to faculty and encouraging to students.

CSB's Business Week included more than 105 classroom sessions over the course of two days. Furthermore, the program featured two plenary speaker sessions. On March 29, nCino CEO Pierre Naudé presented on building a culture that transforms an industry. On March 30, Ben & Jerry's co-founder Jerry Greenfield provided a behind-the-scenes look at his life and career in a Q&A forum with Dean Robert Burrus and Business Week chair, Drew Rosen.

Business Week has always served as a mutually gratifying and beneficial experience for both the students and community participants. Businesses have a platform on which to create company awareness and to reach students as potential prospective employees. Conversely, students are provided with an opportunity to gain insight and access to professionals. ■

For a full schedule of the events held and a complete list of speakers, please visit http://csb.uncw.edu/bw. Contact Sara Kesler at keslers@uncw.edu for more information about how to get your business involved in future Business Week events.

CAMERON SCHOOL OF BUSINESS

2016 Outstanding Alumni

by Kimberly Falkenhagen

Strong work ethics, integrity and commitment to lifelong learning

are just a few qualities shared by **Charles Craft '79, David Pirrung '90** and **Maurice Smith '79**, this year's **Cameron School of Business Outstanding Alumni**.

The 2016 Outstanding Alumni were recognized at the annual CSB Alumni Breakfast during Business Week. (l-r) Dean Rob Burrus, Maurice Smith, David Pirrung, Charles Craft, Chancellor Jose V. Sartarelli

Craft is a partner at RSM US LLP, the largest provider in the nation of audit, tax and financial services with a focus on the middle market. Pirrung is the Chief Financial Officer of IAT Insurance Group, a property and casualty organization headquartered in Raleigh. Smith is the president and CEO of Local Government Federal Credit Union (LGFCU), a cooperative serving the financial needs of those affiliated with local governments in North Carolina.

Craft, a Wilmington native, graduated summa cum laude with a bachelor's degree in accounting. He ultimately became a founder and stockholder of Lanier, Whaley, Craft & Co. until they joined with RSM US LLP in 2013. Along with the leadership he currently provides the Wilmington tax practice, Craft serves on several boards, including the Executive Advisory Board of the Cameron School of Business and the MSA Advisory Board at UNCW.

Craft credits his success to family and to surrounding himself with people who challenge him to grow. "Seeing people around me succeed is part of success," he said.

Like many, Pirrung took a more winding road before he ultimately settled on a school and a major. Originally from Pennsylvania, Pirrung first spent a year on a scholarship at Rochester Institute of Technology as a physics major, and then another year at community college. He arrived in Wilmington in 1988 to attend summer school.

Pirrung said it was the magnetism of the faculty that got him really interested in school for the first time. Realizing he wanted to continue his education at UNCW, he worked to establish his North Carolina residency, then returned to campus the following spring. He worked full-time in real estate while taking a full course load until he graduated with a Bachelor of Science degree. Not long after graduation he joined Ernst & Young in Raleigh, and was soon promoted to senior manager. He moved to a CFO position at a start-up insurance company, and ultimately landed at IAT Insurance, a global organization with approximately one billion of premiums written annually. Pirrung was named the CFO in 2005.

Smith's work ethic began with his family, and advice his father gave him that he took to heart: "Nobody in the room better outwork you."

Smith grew up on a small farm in Southport. Along with the value of hard work, he knew from an early age that he wanted to go into banking. He knew that as his parents' only son, he would need to go to college close to home so he could return to work on the farm on weekends. For this reason, UNCW fit the bill.

In 1979, Smith earned his Bachelor of Science degree in business administration, and upon graduation began his career with the State Employees Credit Union. He served in a variety of roles until 1992 when he joined LGFCU as executive vice president. In 1999 he was promoted to president.

His education did not end with UNCW. He earned a Juris Doctorate from the North Carolina Central University School of Law and is licensed to practice in North Carolina, the District of Columbia and before the United States Supreme Court. He is also a North Carolina Certified Superior Court Mediator. Smith serves on numerous boards, including the Board of Trustees at UNCW.

His sage advice could apply to anyone: "Learn everything." ■

Leveraging Cameron's Resources

Leads to a Rewarding Career

by Sara Kesler, External Programs

Cameron School provides an abundance of resources to students, including internships, Business Week sessions, career fairs and Cameron Executive Network mentoring opportunities. Spring 2016 graduate Brian Piccirilli learned that leveraging the opportunities that Cameron offered set him apart from his peers and uniquely prepared him for life after college.

In the spring semester of his sophomore year, Piccirilli made a conscious decision as he entered into the Cameron School of Business to make the most of his experience. His interest in healthcare, specifically as it pertained to operations management and business analytics, prompted him to attend a Business Week session hosted by New Hanover Regional Medical Center (NHRMC). During this presentation, he first learned of internship opportunities at the hospital.

NHRMC has built a thriving internship program that continuously employs CSB students each semester. Internships are available in HR, fiscal services, operations management, marketing and management information systems. During the Business Week event, Piccirilli met Skyler Sample, an HR analyst for NHRMC. Coincidentally, Sample was one of the first interns hired by NHMRC when they began their internship program. Piccirilli also spoke with another UNCW student interning with the hospital about her positive experience prior to submitting his application. He felt confident that the operations management internship position was exactly what he was looking for.

Piccirilli also applied for membership into the Cameron Executive Network (CEN), a volunteer network dedicated to enhancing the education and career development of CSB students. The program offers CSB-accepted students individualized help with career planning, résumé preparation, interviewing savvy, internships and networking opportunities.

Piccirilli was matched with CEN mentor Tim Pollard, vice president of revenue cycle operations for NHRMC, because of his interest in the healthcare field. Piccirilli received the internship, and Pollard was his direct supervisor.

"Brian is a unique student who learned healthcare finance quickly, and became a contributing member on a number of projects during his time with NHRMC," Pollard said. "As a mentee, he was a good listener and always prepared for assignments."

Piccirilli worked for NHRMC as an intern for three full semesters and one summer. His primary responsibilities focused on data analytics and interpretation, specifically as it pertained to the revenue cycle, and he familiarized himself with the hospital's other financial operations, as well. This work allowed him to hone in on the types of projects he was most interested in. One such project included supporting Pender Memorial Hospital in the training and implementation of their new electronic medical records system, *EPIC*. It was quite a job for an intern, but it spoke volumes about the relationship and reputation he worked to establish during his time with the hospital.

Brian Piccirilli's internship experience with NHRMC gave him invaluable experience in the healthcare finance field.

This fall, Piccirilli will begin work for an area nonprofit, Coastal Carolina Health Alliance. He will implement and train other network employees on the Health Information Exchange (HIE), which connects electronic medical records for hospitals and a number of medical practices in 11 Southeastern North Carolina counties.

"My experience at NHRMC shed light on the vast amount of opportunities and challenges that healthcare holds for those pursuing operations and finance. I have found my passion through the resources that the Cameron School of Business has offered, and I couldn't be more thankful and excited for what the future may hold," he said.

Strong internship and placement opportunities provided through Cameron's Work Practice Office have established a career placement rate that outperforms the national average. ■

To learn more about hiring a CSB student as an intern or employee, please email Teresa Walker at walkert@uncw.edu.

Wings Up at Work

Applied learning takes flight as Cameron School of Business students participate in internships around the world

Annette Lyche '16 Finance major
DNB ASA, Oslo, Norway

Jessica Page '16 Marketing and operations management major
North Carolina State Government Internship Program, Raleigh, NC

Joseph Small '15 Finance and economics major
Fidelity Investments, Dallas, TX

Jannick Schröeder '17 International business major
EY Germany, Jakarta, Indonesia

Christian Fahnley '15 Finance major
International Bar Association, London, UK

Thomas Grey '17
Marketing and professional selling major
Cape Fear Commercial, Wilmington, NC

Ryan Beckner '16
Finance accounting major
Hendrick Automotive, Charlotte, NC

Mike Mangan '16 Marketing major
McCormick & Co., Hunt Valley, MD

Morgan Gowarty '16 Marketing major
Ashton Woods Homes, Raleigh, NC

Samantha Cinelli '17 International business major
Shayla Long '16 Finance major
Lauren Aspey '15 Marketing strategy major
Avery Theriault '15 Management and leadership major
Briana Murray '16 Human resources management major
Marien Stark '16 Accounting major
Jodi Johnson '15 Accounting major
Craig DeSimone '15 Master of Science in Mathematics
Tyson Vance '16 Management information systems major
Live Oak Bank, Wilmington, NC

Taylor Bishop '15 Computer science major
Kate Blech '15 Human resources management major
Michael Fabbri '16 Master of Science in Computer Science and Information Systems
nCino, Wilmington, NC

Employer Site Visits Result in

Early Recruitment and Higher Placement

by Alisha Browne, Graduate Programs; William Kerler, Dept. of Accountancy and Business Law; and Tom Janicki, Dept. of Information Systems and Operations Management

To assist with placement of CSB graduates and ensure they connect with companies that match their skills and expectations, several departments of the Cameron School have been offering students the opportunity to visit the campuses of key employers in the Research Triangle Park (RTP) in Raleigh/Durham and Charlotte.

The Information Systems and Operations Management Department visits started out as a request from key Raleigh employers to share potential job opportunities with UNCW technology students. In January 2016, the department visited IBM, MetLife, Fidelity Investments, Credit Suisse and NetApp. The employers discuss job opportunities, review students' résumés and bring in recent graduates to discuss what a new employee would learn in their training programs.

Approximately 20-25 M.S.A. students travel to Raleigh and Charlotte each year to visit employers including BDO, Deloitte, Dixon Hughes Goodman, Ernst & Young, KPMG and RSM. While in Charlotte, MSA students attend alumni and friends receptions as well as a career fair. Students also get the opportunity to explore the city and experience the culture to determine if Charlotte is a good fit for them.

"The RTP event helped me to gauge my career path and plan my long-term goals," said CSB student and recent participant Aljo Labsan. "I've learned what the company is looking for in a potential job candidate and the responsibilities that the job candidate is expected to fulfill. One of the most important aspects was gauging how well I align with the culture and values of a particular company."

The key result of these visits is higher placement in internships and full-time employment for CSB students. More than a dozen juniors majoring in information systems, computer information technology and computer science receive offers for summer internships each year; a similar number of seniors are offered full-time positions. **MSA graduates enjoy a 95 percent placement rate after leaving the degree program.**

With two trips per year in each department, more than 150 students now travel annually to Raleigh and Charlotte to gain an advantage in sharpening their resumes and achieving first consideration by participating firms. ■

THE KEY RESULT OF THESE VISITS IS HIGHER PLACEMENT IN INTERNSHIPS AND FULL-TIME EMPLOYMENT FOR CSB STUDENTS

Planning Today to Enhance a Student's Tomorrow

by Sara Kesler, External Programs

Cameron School of Business alumna Madison Sissy Locklear '85 believes in making a difference.

Born and raised in Lumberton, Locklear grew up in a poverty-stricken community. She lived with her grandmother, experiencing significant racial discrimination as an American Indian in a predominately Caucasian community. Locklear's decision to leave Lumberton and go to college was fueled by her grandmother's love and Locklear's desire to one day provide for her financially.

A first-generation college student, Locklear began her studies at Western Carolina University. In her junior year, she transferred to UNCW as a physics major. Shortly after her arrival, Locklear determined that physics was not the right major for her. Her academic challenges, coupled with the realization about the prospect of jobs that a physics degree would offer, prompted her to switch majors. Locklear was chatting with a classmate and noticed that she was working on a financial statement for a class assignment. She inquired about the particular class and discovered her new major.

Although her personal life proved difficult during her time at UNCW, she found a great deal of guidance and support within the walls of Cameron. Several professors invested in her, she shared.

"They acknowledged my great efforts and made a difference," said Locklear of her then professors, specifically Jairy Hunter, Chuck Earney and Edward Becker. While she didn't graduate with top honors, Locklear completed the degree because of her great determination to do so despite the obstacles.

Following graduation, Locklear began work at a CPA firm in Chapel Hill, then moved to Fort Lauderdale, where she found her true calling as a financial planner. Today, Locklear is a successful certified public accountant, certified financial planner and interim corporate controller who currently owns her own consulting practice and a bed and breakfast in Charlotte.

Locklear's professional ventures have allowed her to give back in numerous ways. She hosts an annual fundraising event for the Semper Fi Fund; online webinars for survivors of sexual abuse; and serves at Gratitude Trainings, trainings designed to assist people in living the lives they want. Both the webinars and workshops were developed with the realization that these would have been of great benefit had they been available to her. Locklear is also a great supporter of Cameron. She currently employs a senior CSB marketing major working as an intern for her business, AccountingRomance.com, and she plans to continue to recruit and hire CSB graduates as her business grows.

In addition to her support of the students as an employer, she is a donor. Locklear has elected to leave her estate to Cameron School of Business through the university's planned giving initiative.

"Planned giving allows me to create a gift and bring life into it today; I get to see the results," Locklear said.

Madison Sissy Locklear

Specific criteria for her award include preference given to a student who has a grade point average between 2.5 and 3.0. "It is because of my struggles that I want to support a student who has average grades. When a person learns, sometimes slowly, to believe in him or herself, doors open to a bigger world. Sometimes, the belief begins with the words or acts of others, and I hope that I can be this person for someone who needs it." ■

To learn more about planned giving opportunities and the ways in which you can contribute to Cameron, please visit uncw.edu/advancement/plannedgiving.

Cameron's Distinguished Professorship Recipients

by Sara Kesler, External Programs, and Andrea Monroe Weaver

Distinguished Professorship Endowments allow the university to recognize and support the most distinguished scholars.

The Cameron School of Business is proud to recognize Susan Hermanson and Tom Janicki as the recipients of distinguished professorships.

Susan Hermanson, professor of accountancy and business law, has been appointed to a five-year term as the Cameron Distinguished Professor of Accountancy. Hermanson's award is in recognition of her high performance in research, teaching and service. As a researcher, Hermanson has published more than 55 refereed articles in her field. She has also published numerous articles in leading journals and has co-authored articles with some of the top academics in the country; her works have been cited in top accounting journals throughout the United States, Europe, Asia, Africa and Australia. Hermanson's research investigating audit market mergers was referenced by the United States General Accounting Office (GAO) in its 2003 report to the Senate Committee on Banking, Housing and Urban Affairs and the House Committee on Financial Services. She was solicited by the College Board to contribute the content regarding majoring in accounting for its *Book of Majors*. She is also a co-author of a managerial accounting textbook.

Hermanson is a highly regarded teacher at both the graduate and undergraduate levels. She has received eight teaching awards, most notably the UNCW Chancellor's Teaching Excellence Award. She is a faculty advisor to the Beta Alpha Psi Accounting Honorary Society as well as the Beta Gamma Sigma Honorary Society. In addition, she is a frequent chair of honors theses in support of the Honor's College at UNCW. She served as the Department of Accountancy and Business Law's internship director for six years. She is highly networked within the accounting profession and believes the Cameron professorship will enable her to increase efforts in this area, as well as afford her the opportunity to help elevate research within the department.

"This position will allow me to heighten my efforts in pursuing my own research but even more importantly in pursuing research with other faculty members and students," she said. "I am honored to receive this appointment and promise to work hard to further my contributions to the department, college and university."

Hermanson served as Dixon Hughes Goodman Faculty Fellow from 2008-16. Before joining UNCW in 2000, she was on the faculty at the University of Tampa and the University of Nevada Las Vegas. She earned her Ph.D. in accounting from Texas A&M University.

Thomas Janicki, professor of information systems, has been reappointed for another five-year term as the Duke Energy/Gordon C. Hurlbert Distinguished Professor of Information Systems in the Cameron School of Business. Janicki's award is in recognition of his high level of corporate and university involvement that he has fostered over the past 15 years. Examples of these corporate and community relationships include a 25-member corporate advisory board, IT Career Days, bus information trips to key employers in Raleigh, and coordinating internships for MIS and CIT majors.

Janicki has developed a strong network among the technology professionals who support the university's annual Wilmington Information Technology eXchange (WITX) conference. In 2016, more than 400 Wilmington professionals and UNCW students attended WITX, and over 250 attended the 10th Annual IS/OM Career Day to help students find employment. Janicki is the coordinator of both of these events.

"WITX is a great networking environment. We have several different learning exchanges where we're bringing in local and regional IT professionals to share their knowledge," he said.

"Our department is invested in building relationships with employers and technology companies within the region," Janicki added. "It is our goal to build bridges between industries and the university to help our students."

Service to the community is also high on his list of priorities. Janicki is the publisher of two academic journals, maintains a seat on the board of the Information Systems and Computing Academic Professionals, serves as the meeting facilitator for the annual international ISCAP academic conference, is president of the Sigma Tau Gamma Foundation, is a board member of the St. Jude Wilmington Foundation and is the treasurer of St. Jude's MCC Wilmington.

Janicki believes the renewal of the professorship will permit him to continue to focus on finding new firms to visit the UNCW campus and recruit CSB students, as well as allow him to work with the advisory board to continue to grow the quality of undergraduate programs.

Janicki holds a Ph.D. in information systems from Kent State University, a Master of Business Administration from the University of Pittsburgh and a bachelor's degree in mathematics from Carnegie-Mellon University. ■

Socialism vs. Capitalism: The Debate Comes to Our Campus

by Bill Sackley, Dept. of Finance

While capitalism is still favored by the majority of Americans, a January 2016 poll suggests socialism's popularity is on the rise. As reported in *The Washington Post*, a poll asking respondents whether they had a favorable or unfavorable view of socialism and capitalism found capitalism to be the big winner overall, but respondents under 30 years of age decisively embraced socialism. Some older Americans dismiss the millennials' choice by saying they are too young to remember the failure of centrally planned economies or the lack of personal freedoms in socialistic/communistic societies.

Regardless of your preference for economic system, please mark your calendar to attend the debate of socialism versus capitalism in October. Two distinguished academics will discuss issues comprising of the roles of markets and governments within society – including their ability to exacerbate or reduce inequality; multiple ways of conceptualizing income inequality and how it impacts economic efficiency; and what – if anything – we should do about it. All in attendance will leave with ideas and questions about how real standards of living depend not only on absolute but on relative incomes.

DEBATERS

Steve Horwitz from St. Lawrence University, Canton, NY

Gerald Friedman from University of Massachusetts-Amherst

SOCIALISM VS. CAPITALISM DEBATE

Tuesday, Oct. 18, 2016 • 6 p.m.

Burney Center on the UNCW campus

This debate is brought to UNCW by the BB&T Global Center for Capitalism and Ethics in the Cameron School of Business. For more information, visit csb.uncw.edu/bbtcap.

FACULTY UPDATES:

Martha Andrews
Appointed Chair of the Department

Martha Andrews became chair of the Department of Management in the Cameron School of Business in August 2015. She joined UNCW in 2002 after teaching at West Virginia University for three years. She earned her bachelor's degree from the University of Florida and master's and Ph.D. from Florida State University.

David Glew
Named Associate Dean of Undergraduate Programs

David Glew became the associate dean over undergraduate programs in the Cameron School of Business in July 2015. He previously served as the chair of the Department of Management from 2011-15. He first joined UNCW in 2003 after teaching at the University of Tulsa for five years. He earned his bachelor's and master's degrees from Brigham Young University and a Ph.D. from Texas A&M University.

FACULTY ADDITIONS:

Subhra Chakrabarty
Associate Professor, Marketing

Subhra Chakrabarty completed his undergraduate degree in pharmacy at Jadavpur University in India, completed his M.B.A. at Northeast Louisiana University and received his Ph.D. in business administration from Louisiana Tech University. He has taught at universities in the U.S. and abroad for more than 20 years, and his areas of specialty are personal selling and sales management.

Tom Downen
Assistant Professor, Accounting

Tom Downen received his B.B.A. from Eastern New Mexico University, his M.B.A. from the University of New Mexico and his Ph.D. from Texas Tech University. Before going to graduate school, he worked in the accounting profession for 11 years, most recently as the director of accounting for a large state medical school and healthcare organization. He teaches financial accounting at all levels. His research focuses on judgment and decision-making effects of variations in financial reporting.

Zahn Furner
Assistant Professor, Accountancy and Business Law

Zhan Furner obtained her bachelor's degree in international economic law from Hunan University, her Master of Accountancy from East Carolina University and her Ph.D. in accounting from Texas Tech University. Prior to pursuing her Ph.D., she worked as a senior tax associate at KPMG in Jacksonville, FL, and as a tax supervisor in Amarillo, TX, during which time she served a wide variety of public, private and nonprofit clients. Her research interests focus on archival and behavioral taxation issues, particularly in an international context. She has been a licensed C.P.A. since 2005.

Victoria Hansen
Associate Professor, Accountancy and Business Law

Victoria Hansen, C.P.A., completed her Ph.D. at the University of South Carolina, her M.S. at the State University of New York at Albany, and her undergraduate studies at Marist College. Her research interests lie in the area of taxation. She has been published in the *Journal of the American Taxation Association* and has several ongoing research projects focusing on tax preparer judgment and decision-making.

Rebecca Scott
Assistant Professor, Information Systems and Operations Management

Rebecca Scott received her B.B.A. in international marketing and her master's in finance from Texas A&M University. She received her graduate certificate and her M.B.A. in logistics and supply chain management, as well as her Ph.D. in logistics systems from the University of North Texas. She has more than 15 years of logistics, supply chain and operations management experience. She is a lieutenant commander in the U.S. Navy Reserves with more than 13 years of both active and reserve duty.

Daniel Soques
Assistant Professor, Economics

Daniel Soques graduated with a Ph.D. in economics from UNC Chapel Hill in 2015. His primary research interests are macroeconomics and time-series econometrics. He is a 2010 graduate of the Cameron School of Business.

Alex Vestal
Assistant Professor, Entrepreneurship

Alex Vestal joined the faculty at UNCW in 2015 after serving as assistant professor of technology management at Oregon State University. Prior to his career in academia, he was a senior engineer at Progress Energy, where he was in charge of planning and managing long-term load growth projects.

STAFF ADDITIONS:

Donna Avondolio
Programs Assistant, Graduate Programs

Donna Avondolio began working for UNCW in 2012 after relocating to Wilmington from Albany, NY. She has more than 25 years of career experience, including more than 10 years in the pharmaceutical industry as a materials control specialist and work as an executive assistant at ITW Evercoat.

Alisha Browne
Web Developer and Digital Marketing Coordinator

Alisha Browne graduated with a B.S. in information design and marketing from Bentley University in 2010. Before joining the Cameron School of Business, Alisha served as the director of marketing for a group tour operator specializing in performance and educational travel.

Daye Gore
Administrative Associate, Accountancy and Business Law

Daye Gore completed her master's degree in secondary English education at UNCW in 2008 and her undergraduate in English at East Carolina University in 2001. Prior to joining the Cameron School of Business, Daye taught middle and high school English for seven years.

Stephanie Lair
Executive Assistant and International Coordinator, Graduate Programs

Stephanie Lair graduated with a B.A. in organizational communications from the University of Northern Iowa in 2006. Prior to moving to Wilmington in 2014, Stephanie traveled and lived abroad in various countries including New Zealand, Australia and France.

Jennifer Schacher
Business Services Coordinator, Swain Center

Jennifer Schacher is a graduate of UNCW, earning first a B.S. degree in management in 2000, then earning the equivalent of a master's degree in accounting in 2003 to sit for the C.P.A. exam. Jennifer will celebrate her 10-year anniversary with UNCW in July 2016.

Candace Wilhelm
Graduate Programs Coordinator

Prior to coming to Wilmington, Candace worked at West Virginia University for nearly 14 years within their College of Business and Economics as well as the Office of Student Life. She holds an undergraduate degree in accounting and a master's in education.

Lolly Williams
Administrative Associate, Economics and Finance

Lolly Williams began working for UNCW in 2009. Her experience varies from student accounts to financial aid. Before moving to Wilmington, she worked for student accounts at ECU.

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ETHAN WATSON SELECTED AS Winner of Outstanding Paper Award

Ethan Watson, assistant professor of finance who joined the faculty in 2013, received the annual Outstanding Paper Award from the *Journal of Financial Research*. The honor is granted to only two papers published in the journal during the previous year. Watson received the award for his paper titled "Canceling Liquidity," which was co-authored with Robert and Bonnie Van Ness in 2015.

The research examined cancellation activity of limit orders in equity markets. The authors focus on what impact an increase in cancellation activity has had on market quality, and tested some of the existing theories of why cancellations of limit orders arise. The paper finds that cancellation activity is associated with detrimental effects on several aspects of market quality. Additionally, the paper documents significant differences in cancellation activity between exchanges, which suggest there are clientele effects for traders who cancel frequently. The authors attribute the rise in cancellation activity to increased levels of automation and programmatic trading prevalent in today's markets.

Congratulations to Watson on this great achievement!